

JP920030181US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Aseem Agrawal

Serial No.: Not Yet Assigned

Group Art Unit: Unknown

Filing Date: Concurrently Herewith

Examiner: Unknown

For: METHOD AND SYSTEM FOR AIDING PRODUCT CONFIGURATION,
POSITIONING AND/OR PRICING

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Sir:

Prior to examination on the merits and calculation of the filing fee, please amend the above-identified application as follows:

ABSTRACT

Please amend the abstract as follows.

Methods, systems and computer program products for aiding new product introduction and for identifying a need for reconfiguring, repositioning and/or repricing existing products are disclosed herein. The method for aiding new product introduction comprises obtaining data relating to a proposed new product from a merchant; obtaining, from competitor's websites, data relating to products similar to the proposed new product; processing the data relating to the similar products; identifying product attributes and positioning attributes based on the processed